



Delivered by



THE INSTITUTE OF
INTERNATIONAL RETAIL

Industry Challenges

- Per passenger sales falling despite rising passenger numbers
- High staff turnover
- Face to face and induction training can be costly
- Traditional sales training takes sales staff off the shop floor

The Solution?

- Global
- Industry wide
- Online 24/7
- Cost effective
- Learning implemented in real-time



Why the Academy?



The Certificate in Duty Free & Travel Retail

- Complements in-house training
- Consolidates learning
- Globally accredited
- Builds a global community
- Promotes leadership
- Provides a centre of excellence
- Develops a clear career path



In-
House
Training

CERTIFICATE in
Duty Free &
Travel Retail

DIPLOMA in
Duty Free &
Travel Retail

DEGREE in
Duty Free &
Travel Retail

The Academy Advisory Group

Membership to date:



BROWN-FORMAN



L'ORÉAL

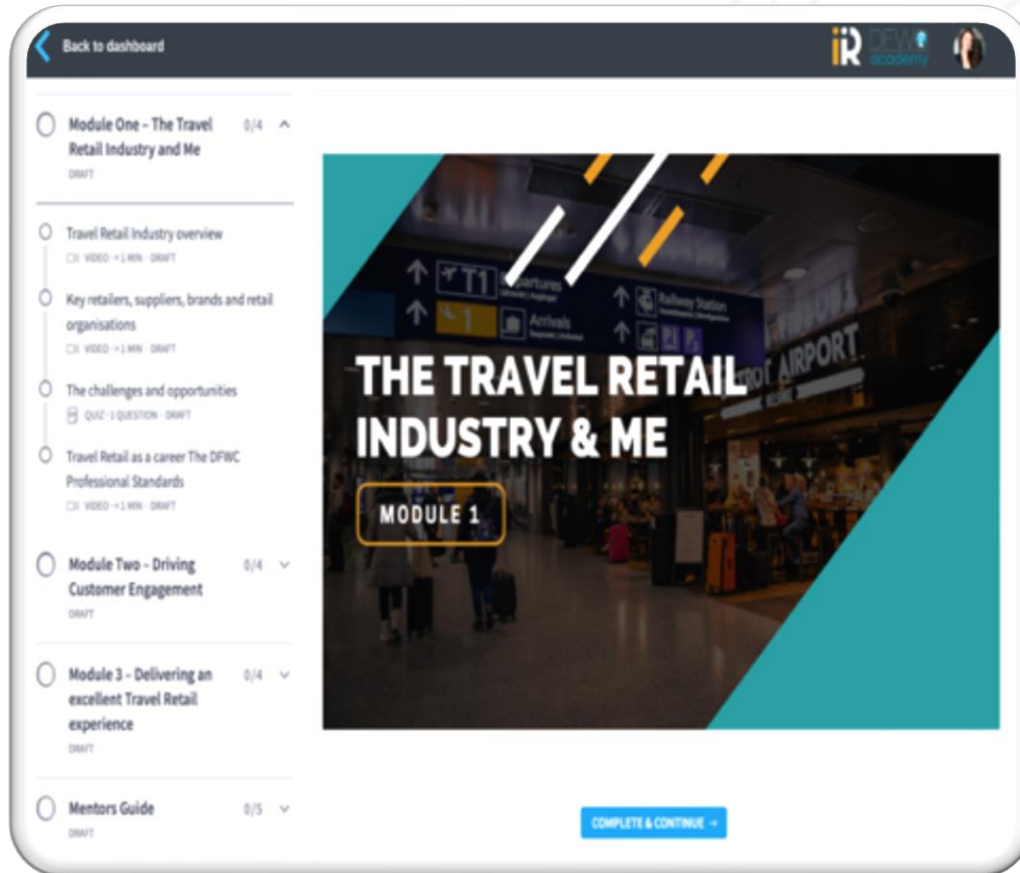


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Continuous Professional Development

- This course has reached CPD **standards and benchmarks**
- The learning value scrutinised to ensure **integrity** and **quality**
- Compatible with **global** CPD requirements
- **Structured** CPD gives employees a clear path to **success**
within their current role and **progression** to future ones

Course Content Overview



Module One
The Duty Free & Travel Retail Industry

Module Two
Driving Customer Engagement

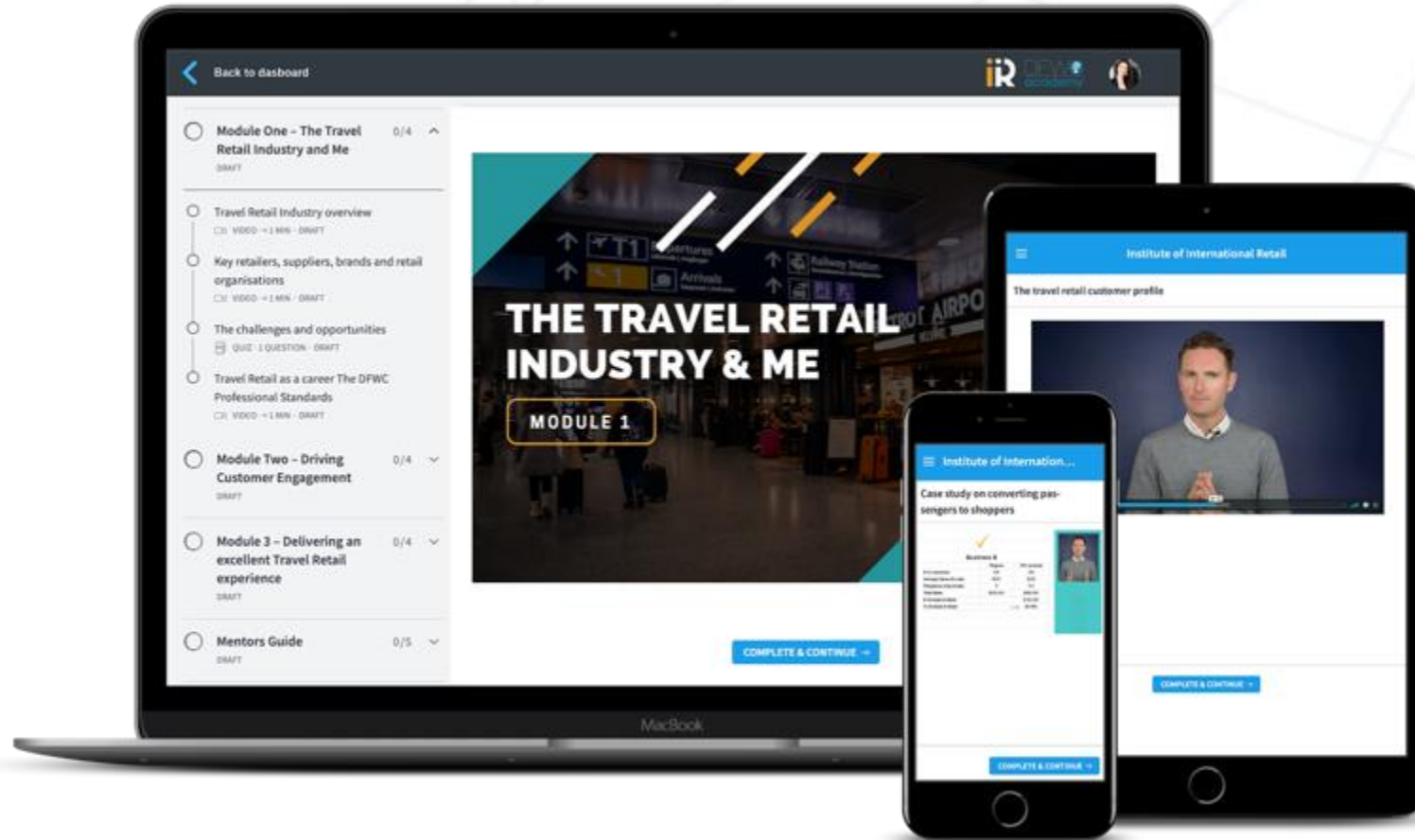
Module Three
Delivering Excellence

The Mentors Guide

- Additional CPD points
- Provides a course overview
- Highlights the role of the mentor in the professional development of the student
- Provides feedback, monitors & tracks student progress



Multi Platform Online Learning



- Back to dashboard
- Module One - The Travel Retail Industry and Me 0/4
DRAFT
- Travel Retail Industry overview 0/4
C1: VIDEO - 1 MIN - DRAFT
- Key retailers, suppliers, brands and retail organisations 0/4
C2: VIDEO - 1 MIN - DRAFT
- The challenges and opportunities 0/4
QUIZ - 1 QUESTION - DRAFT
- Travel Retail as a career The DFWC Professional Standards 0/4
C3: VIDEO - 1 MIN - DRAFT
- Module Two - Driving Customer Engagement 0/4
DRAFT
- Module 3 - Delivering an excellent Travel Retail experience 0/4
DRAFT
- Mentors Guide 0/5
DRAFT

THE TRAVEL RETAIL INDUSTRY & ME

MODULE 1

COMPLETE & CONTINUE →

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Case study on converting passengers to shoppers

Business ID	Region	Age	Gender
123456789	UK	25-34	Male
987654321	UK	35-44	Female
456789123	UK	45-54	Male
321654987	UK	55-64	Female
210987654	UK	65-74	Male

COMPLETE & CONTINUE →

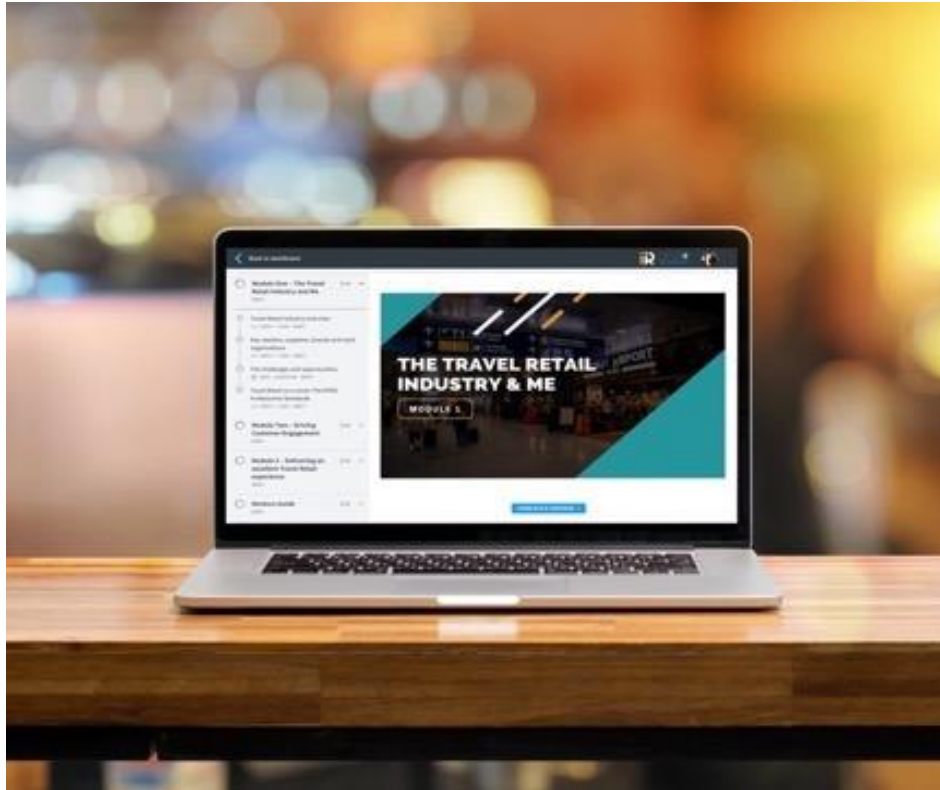
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The travel retail customer profile

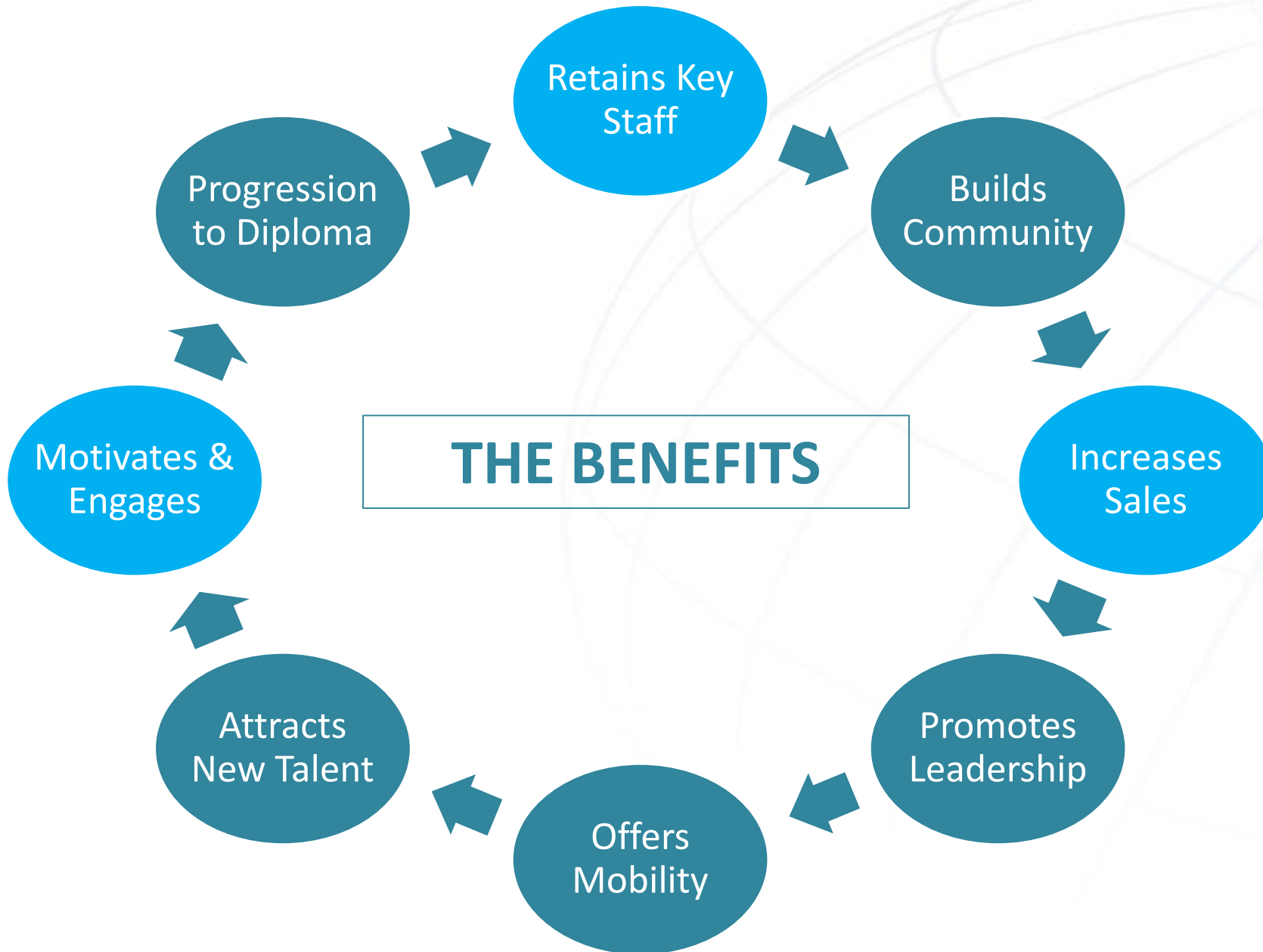
COMPLETE & CONTINUE →



Who is this course for?



- High potential sales professionals
- Employees from other functions
- New hires
- Sales promotional agency staff
- Brand owners
- Individuals outside our industry



REGISTRATION OPEN NOW

FIRST COURSE COMMENCES SEPTEMBER 2019

Thank You



our information desk located at

**Level 5 Foyer today
and outside exhibition entrance for the
rest of the week**



Derek Hughes
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